

May 27, 2008

Secretary Donald S. Clark
Federal Trade Commission
Room H-135(Annex W)
600 Pennsylvania Ave., NW
Washington, D.C. 20580

RE: Revised Proposed Business Opportunity Rule (R511993)

Dear Secretary Clark,

Thank you for your revised proposed Business Opportunity Rule. Your comments to the revised rule clearly demonstrate your intent to exclude legitimate direct selling businesses from the scope of the rule. However, I appeal to you to clarify this intent through the language of the rule. As currently drafted, the rule continues to draw in legitimate businesses that you have stated should not be included in the scope of the Business Opportunity Rule.

I am an independent contractor with Primerica Financial Services. Like other legitimate multi-level marketing businesses, Primerica provides individuals with an opportunity to build a career that is based solely on your efforts and your desire to succeed. Direct selling businesses, such as Primerica, are not encumbered by the prejudices and “glass ceilings” that can still be found in the traditional or mainstream workplace. As an African-American who has enjoyed considerable success with Primerica, I love this business because it truly turns a blind eye to gender, race, religion and all other qualities that are used to distinguish people from one another.

In your revised proposed rule, your respect for the direct selling industry is well stated throughout the commentary. Thank you for this acknowledgment of our businesses. Based on your commentary, I look forward to a slightly modified rule that will clearly exclude legitimate direct selling opportunities from its scope.

Thank you,

John Sanders